

DONALD N. MARTIN AND COMPANY

ROCKEFELLER PLAZA

630 FIFTH AVENUE

RECEIVED
DEPARTMENT OF JUSTICE

NEW YORK 20

CIRCLE 6-8720

SEP 25 3 02 PM '74

REGISTRATION UNIT
INTERNAL SECURITY
SECTION
CRIMINAL DIVISION

March 22, 1974

Le Commissaire General
Commissariat General au Tourisme
Gare Centrale
B-1000 Brussels, Belgium

Dear Sir:

We are pleased to accept responsibility for the design and execution of the 1974 Belgium's Bonus Days advertising and sales promotion campaign in North America on the same basis agreed upon for the previous campaign. I quote below the operative paragraphs from our letter of December 4, 1972:

"Compensation to our company for creating, producing and placing the advertisements will be the standard 15 per cent commission allowed to agencies by American and Canadian publications. Because our compensation is based solely on commissions from publications and because the creative work and the production of such advertising must be completed in the initial period, it is understood that the Commissariat will guarantee to our firm the amount which would be earned in commissions on the basis of the total amount budgeted for advertising space.

"With this understanding, we have undertaken the responsibility for the sales promotion program without a retainer fee. Professional and staff time will be billed as incurred for the various sales promotion projects. The costs of these projects are estimated in the enclosed document, and any variance will be subject to the advance approval of the Director of the Belgian National Tourist Office in New York."

Details of the plan of action, including cost estimates, are given in the document enclosed.

We look forward with pleasure to working with the Commissariat on this important promotional action.

Sincerely,



Donald N. Martin

DNM/j
Enc.

BELGIUM'S BONUS DAYSADVERTISING AND SALES PROMOTIONSummary

The following budget is based on allocations specified by BNT0/Brussels under
a) Budget New York as follows:

1. Advertising - sales promotion - public relations	10,300.000 BF*	= \$229,000
4. Reserve	1,000.000 BF	= <u>22,200</u>
		\$251,200

Proposed budgetAdvertising:

Newspapers	\$128,751.00
Trade publications	33,743.00
Estimated production	<u>15,000.00</u>
	\$177,494.00
Contingency	<u>6,506.00</u>
	\$184,000.00

Sales Promotion:

Consumer brochure	\$ 44,000.00
Point of purchase poster	4,800.00
Print materials for promotional kits	5,000.00
Audio/visual presentation	7,000.00
Consumer and trade publicity & promotion	4,500.00
Liaison with industry	<u>1,000.00</u>
	\$ 66,300.00
Contingency	<u>900.00</u>
	<u>\$ 67,200.00</u>

\$251,200.00

*At the conversion rate of 45 BF per US \$1.00

BELGIUM'S BONUS DAYS PROMOTION

ADVERTISING

Summary

Newspapers

New York City	\$ 53,019.00
Boston	9,840.00
Washington, D. C.	9,030.00
Atlanta	8,220.00
Hartford	2,880.00
Philadelphia	9,954.00
Chicago	14,448.00
Baltimore	5,610.00
Toronto (Canada)	7,350.00
Montreal (Canada)	<u>8,400.00</u>

\$128,751.00

Trade Magazines

33,743.00

\$162,494.00

Estimated Production Cost

15,000.00

\$177,494.00

Revision # 2

BELGIUM'S BONUS DAYS PROMOTION

TRADE ADVERTISING

Summary

Travel Weekly	\$ 11,693.00
Travel Trade (News Edition)	4,165.00
Travel Agent	6,555.00
TravelAge East	2,975.00
ASTA Travel News	1,935.00

Canadian Travel News Weekly	2,180.00
Canadian Travel Press	2,120.00
Canadian Travel Courier	<u>2,120.00</u>

Total --- \$33,743.00